

Message Text

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ACTION EB-08

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E.O. 11652: N/A

TAGS: EAIR MX US

SUBJ: CIVAIR: US-MEXICAN CIVAIR NEGOTIATIONS - DUTY FREE ENTRY
INTO MEXICO OF U.S. AIRLINE PROMOTIONAL MATERIALS

REF: A) MEXICO A-29 OF 18 FEB 77 B) MEXICO A-23 OF 24 FEB 77

SUMMARY: EMBASSY RECOMMENDS USG OBTAIN PROVISION COVERING
DUTY FREE ENTRY OF AIRLINE PROMOTIONAL MATERIALS IN U.S.-
MEXICAN CIVAIR NEGOTIATIONS. END SUMMARY.

1. GOM LEVIES 100 PER CENT AD VALOREM DUTY ON PRINTED PRO-
MOTIONAL MATERIALS (AIRLINE SCHEDULES, TRAVEL BROCHURES AND
PAMPHLETS, POSTERS, ETC.) IMPORTED BY AMERICAN AIRLINES
OPERATING IN MEXICO. BECAUSE OF THE PROHIBITIVE DUTY, THE
AIRLINES KEEP IMPORTS TO A BARE MINIMUM (IN PRACTICE, THEY
DRAW ILLICITLY FROM BONDED SUPPLIES PERMITTED INTO THE COUNTRY
BY MEXICAN CUSTOMS FOR USE SOLELY ON THEIR NORTHBOUND FLIGHTS),
DEPEND ON USTS IMPORTED MATERIALS AND USE LOCAL PRINTERS FOR
DOMESTIC NEEDS. THE AIRLINES STATE THAT
MANY OF THEIR REQUIREMENTS CAN BE FULFILLED ONLY BY MEXICAN
PRINTERS AND WILL CONTINUE TO BE. HOWEVER, WITH RESPECT
TO CERTAIN ITEMS -- POSTS, ENGLISH LANGUAGE SCHEDULES AND
U.S. TOURISM PROMOTIONAL MATERIALS -- IT MARKES NO SENSE
TO PRINT THE LIMITED QUANTITY THEY NEED LOCALLY BECAUSE
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OF THE COST, PARTICULARLY WHEN THE SAME ITEMS ARE AVAIL-
ABLE FROM U.S. CORPORATE HEADQUARTERS AT A MUCH LOWER
PRICE BECAUSE OF LARGE PRINTING RUNS. ACCORDINGLY, THE
AIRLINES WOULD LIKE TO BE ABLE TO IMPORT THESE MATERIALS
ON A DUTY FREE BASIS.

2. EMBASSY RECOMMENDS USG SEEK AND OBTAIN PROVISION FOR

DUTY-FREE ENTRY INTO MEXICO OF U.S.-PRINTED AIRLINE PROMOTIONAL MATERIALS IN UPCOMING NEGOTIATIONS U.S.-MEXICAN CIVAIR FOR THE FOLLOWING REASONS: (A) TO END PRESENT IRREGULAR PRACTICE OF U.S. AIRLINES HAVING TO DRAW ON BONDED SUPPLIES; (B) TO PLACE U.S. AIRLINES ON EQUAL FOOTING WITH THEIR MEXICAN COUNTERPARTS, WHOSE PROMOTIONAL MATERIALS ENTER THE U.S. DUTY FREE; AND (C) TO PERMIT U.S. AIRLINES TO HAVE ADEQUATE SUPPLIES OF NEEDED PRINTED MATTER TO PROMOTE AND ADVERTISE TOURISM TO THE UNITED STATES. THIS LATTER POINT IS IMPORTANT GIVEN THE RECENT PESO DEVALUATIONS WHICH HAVE RESULTED IN A PRECIPITOUS FALL-OFF IN MEXICAN TOURISTS TO THE U.S.

3. PRECEDENT FOR INCLUSION OF A DUTY FREE PROVISION COVERING AIRLINES PROMOTIONAL MATERIAL CAN BE FOUND IN TWO OF THE MOST RECENT CIVAIR AGREEMENTS CONCLUDED BY THE GOM. SEE ARTICLE 8, PARA 1, OF THE MEXICAN-USSR AVIATION AGREEMENT (ENCLOSURE TO REF A) AND ARTICLE 7, PARA 2, OF THE MEXICAN-ISRAELI AVIATION AGREEMENT (ENCLOSURE TO REF B).

THOMPSON

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Message Attributes

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